

A&MPLIFYU

Business &
Leadership
Education
for Aggie Athletes

Learning Objectives

A&MPLIFYONE

Social Media
Self-Awareness
Personal Branding
Entrepreneurship
NIL Law
Contract Negotiation
Time Management
Personal Finance

A&MPLIFYALL

Leading with Strengths
Creativity & Problem Solving
Building Business Teams
Powerful Presentations
Marketing
Management Strategy
HR Management
Accounting

Scan code or visit
our website

tx.ag/AmplifyU



Mays Business School has partnered with Texas A&M Athletics to create a custom program to help student-athletes differentiate themselves, maximize their personal brands, and leverage their innate abilities for success in business.

A&MPLIFYU has two 4-day intensive courses that allow student-athletes to learn with their peers from Mays Business School faculty and former athletes.

- **A&MPLIFYONE**: Develop as a professional
- **A&MPLIFYALL**: Develop as a leader

Participants will have opportunities to apply what they learn through competitions and other experiential learning activities such as etiquette events, networking mixers, and perspective sessions with former athletes and industry representatives.

A&MPLIFYU supports its alumni with additional resources and opportunities including

- **A&MPUP**: Biennial motivational conference that creates an opportunity for student-athletes and former student-athletes to stay connected.
- AmplifyU.tamu.edu: Online community of AmplifyU alumni, former athlete business leaders, and industry partners. Designed to facilitate the sharing of business knowledge, best practices, and candid advice.



REYNOLDS & REYNOLDS
SALES LEADERSHIP INSTITUTE
MAYS BUSINESS SCHOOL

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A&LIFYU

Business &
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A&LIFYONE



[Click to Register](#)

A&LIFYALL



[Click to Register](#)

Program Dates:

A&LIFYONE and **A&LIFYALL**

Both offered during the second week of January and third week of May.

Program Information:

- At Mays Business School in College Station
- All meals included
- Participants will have exposure to potential non-institutional NIL partners
- Opportunities to network with faculty, former athletes, and industry professionals
- Certificate awarded upon course completion
- Programs appear on your transcript as a 0-credit S/U course from Mays Business School
- Company leaders will participate in each Amplify U program offering guidance and career opportunities.



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